

MARYLAND SELF-FUNDED eGOV SERVICES REPORT 2015

INSIDE

Is Your Agency PCI Compliant
for Payment Processing? 2

eGov Self-Funded
Growth in Maryland 4

Agriculture Launches Two New
Online Services for Businesses 6



New Business Filings Approved in One Day

Maryland's award-winning Maryland Business Express Portal makes it easier to establish and manage businesses in the state of Maryland and supports the administration's focus on creating a more business-friendly climate. In 2015, new business registrations increased by more than 16 percent over the previous year, and nearly 60 percent of business filings are being completed online and approved within one day. The mobile-ready business portal is accessible on any device through the state's official website, www.maryland.gov, or by visiting www.maryland.gov/businessexpress.

Maryland Business Express Portal is a one-stop business portal that streamlines

| continued on page 7 |

Natural Resources Pioneers the Use of Apple Watch for State Government

Water enthusiasts can discover nearby waterways directly on their wrist with the Maryland Department of Natural Resources' new Apple Watch app, paired with the AccessDNR mobile app. This makes Maryland the first state to publish an Apple Watch app for government using the geolocation functionality to locate water trails and access points. Boaters can begin exploring Maryland's boat launches and water trails by downloading the AccessDNR mobile app from the Apple App Store or by visiting the Natural Resources' website, www.dnr.maryland.gov.

Maryland has an active community of citizens and visitors who utilize the local waterways to go boating and the Apple Watch app gives them the ability to get out on the water with just a tap of the wrist. Making use of the iPhone's geolocation technology and the Apple Maps functionality, the app locates and provides directions to the top 10 closest water access points or water trails. On-screen icons also indicate whether the site has a boat ramp or soft launch.



| continued on page 3 |

Is Your Agency PCI Compliant for Payment Processing?

The payment card industry is rapidly changing, fueled by technological advances in software, systems, and hardware. Yet along with this growth comes a surge in technology crimes, leading to stricter and more complex standards for anyone who stores, transmits, or processes payment card data. High-profile data losses at merchants, processors, and issuers has led to the development of the Payment Card Industry Data Security Standard (PCI DSS), originally created by Visa and MasterCard to protect cardholder information and reduce data theft.

NIC's payment processing solutions provide payments for multiple channels, multiple payment types, and multiple integration methods.

Payment Channels Supported

- Web
- Interactive voice response (IVR)
- Over-the-counter
- Kiosk
- Mobile on-the-go
- Subscriber monthly billing services

When an agency chooses to leverage NIC's Enterprise GovPay Payment Processing services, NIC Maryland acts as the merchant of record and assumes the majority of the PCI compliance burden. Under this model, NIC Maryland offers the state a full life cycle transaction management solution that includes gateway and merchant services, funds disbursement, and extensive financial reporting - all hosted in the cloud at our PCI-DSS Level 1 Data Centers.

The NIC Payment Engine (TPE) is a fully hosted, Software-as-a-Service transaction management system. TPE is an SSAE 16 (SOC 1, Type 2) certified solution that is fully compliant with federal, state, local, and industry standards, and is PCI Level 1 certified. Our payment solutions not only function correctly according to accounting and audit standards; they also exceed the standards set by the Payment Card Industry.

NIC's payment processing services, and the environment they operate within, are audited annually by a Payment Card Industry Qualified Security Assessor (QSA) and NIC is certified as a compliant service provider. Additionally, NIC's chief security officer is a participating member of the PCI Security Council, ensuring we are continually abreast of developments in the payment card industry.

As the leading provider of enterprise eGovernment services, NIC currently manages business-to-government and citizen-to-government applications on behalf of 28 states. In this capacity, we have developed and currently maintain more than 7,000 interactive applications, many of which process online, mobile, IVR, and over-the-counter payments. In 2014 alone, NIC securely processed more than \$20 billion on behalf of our federal, state, and local government partners. Since May 2012, NIC Maryland has securely collected and disbursed more than \$90 million on behalf of our Maryland government partners.

NIC recommends a full evaluation of your agency's payment processing capabilities to determine where we can help reduce your PCI compliance burden. For more information about our payment services and to get started working with NIC, visit www.maryland.gov/egov or contact us at 410-990-1090. ■



Enterprise Payment Solutions

- Significantly reduces agency PCI compliance requirements
- Gateway services and management of merchant services agreements
- Cash management by consolidating all electronic payments into a single data repository
- Multiple destination bank accounts and subaccounts
- Integration to front-end and back-office systems
- Online financial reporting for research and reconciliation
- Real-time and batch payment authorizations
- Participation in Visa's Government and Higher Education Payment Program
- Handling of refunds, chargebacks and exceptions, as applicable
- Maryland State Treasurer's Office-approved flow of funds to agency treasury bank accounts
- Local, Annapolis-based, customer and technical support

Electronic System Surpasses 200,000 Vehicle Safety Inspections

The Maryland State Police Automotive Safety Enforcement Division is pleased to report that the Maryland Vehicle Safety Inspection System, developed in partnership with the Maryland Motor Vehicle Administration and NIC Maryland, has surpassed 200,000 electronic vehicle safety inspections since its launch in 2014.

“OUR GOAL WAS TO IMPROVE THE INSPECTION PROCESS AND PROVIDE BETTER CUSTOMER SERVICE TO THE CITIZENS OF MARYLAND. WE ARE EXTREMELY PLEASED WITH THE PROGRAM’S SUCCESS AND THE EFFICIENCIES CREATED STATEWIDE.”

— CAPTAIN KRISTINA NELSON, STATE POLICE

The online system allows authorized Maryland inspection stations to electronically record vehicle safety inspection results for their customers and electronically submit the data to the Motor Vehicle Administration, eliminating the need for paper checksheets and certificates. Customers can skip the trip to Motor Vehicle Administration and register their vehicles online. Since the launch of the pilot program



in June 2014, more than 800 vehicle safety inspection stations have enrolled to use the system for their customers. Both State Police and the inspection stations are reporting considerable time and cost savings from using the new system. The Maryland State Police inspectors are able to manage their stations more efficiently through online reporting of results, and review and approval of inspectors.

NIC Maryland developed the Maryland Safety Inspection System at no cost to the Maryland State Police, through the self-funded eGovernment services contract with the State Department of Information Technology.

Natural Resources Pioneers the Use of Apple Watch for State Government

| continued from page 1 |

To better serve the nearly half of online visitors to Natural Resources’

“WE’RE THRILLED TO BE AMONG THE FIRST TO ADOPT THIS INNOVATIVE TECHNOLOGY TO BETTER SERVE OUR RESIDENTS AND VISITORS.”

***— SECRETARY MARK BELTON,
NATURAL RESOURCES***

website who are using a mobile device, the AccessDNR mobile app for iPhone was first introduced in December 2013, and the Android version followed a few months later. Recreation lovers are using the mobile app, which provides all the information and services outdoor enthusiasts need on the go, including:

- Location-based maps and directions to state recreation sites
- State park activities and amenities
- Hunting, fishing, and boating regulation guides

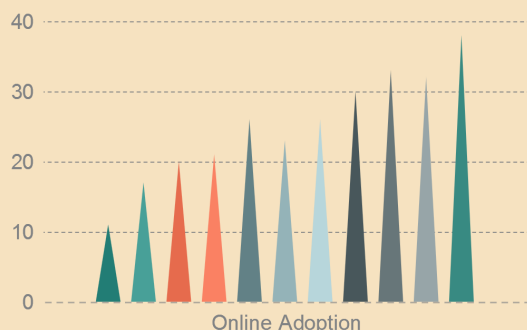
- Game harvest reporting
- Trophy Case photo sharing through social media
- Sunrise/sunset and tide updates
- Fish and shellfish identifier
- Breaking DNR news and alerts

NIC Maryland developed the AccessDNR mobile app and Apple Watch app at no cost to the Maryland Department of Natural Resources, through the self-funded eGovernment services contract with the State Department of Information Technology. ■

EGOV SELF-FUNDED GROWTH IN MARYLAND



BUSINESS REGISTRATIONS



72% growth over 2014 for online new business registrations

\$ 90 MILLION



STATUTORY FEES PROCESSED FOR MARYLAND

31

AGENCY PARTNERS

23

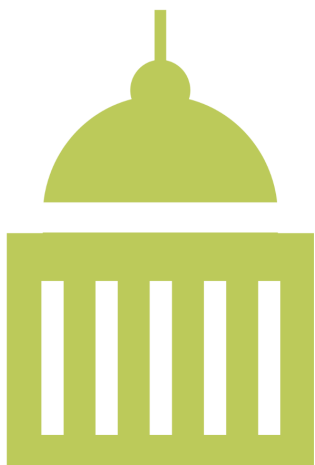
TECHNOLOGY JOBS

36

AWARDS

60

Products &
Services
Developed for
Maryland
Government



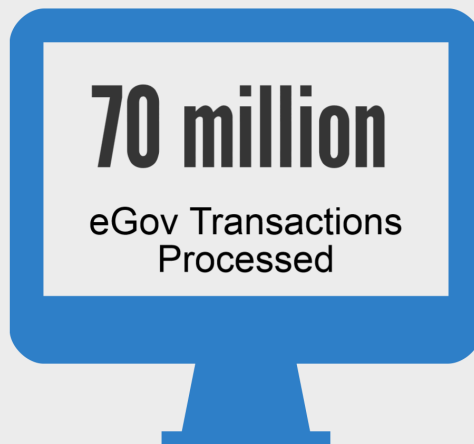
MARYLAND.GOV VISITORS:

87 million



70 million

eGov Transactions
Processed



100%

APPS DEVELOPED USING
RESPONSIVE DESIGN



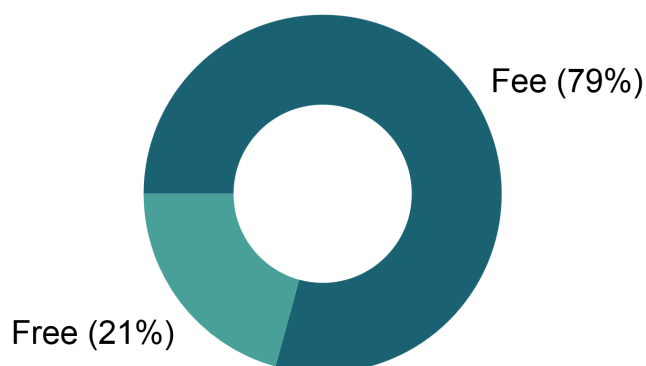
75,000+
Business Filings Submitted

KEY SELF-FUNDED SERVICES



- TAX PAYMENTS
- BUSINESS REGISTRATION
- DRIVER & VEHICLE RECORDS
- PROFESSIONAL LICENSING
- INVOICE PAYMENTS
- PERMITS
- NATIVE MOBILE APPS
- PAYMENT PROCESSING

Fee vs. Free Services



NIC Maryland develops and supports digital government services without using taxpayer funds through a master contract with the State of Maryland. Maryland saves money with NIC's online applications that pay for themselves through a proven funding model.

AGRICULTURE LICENSES & PERMITS RENEWED ONLINE



74%

Weights
& Measures



96%

Pesticides

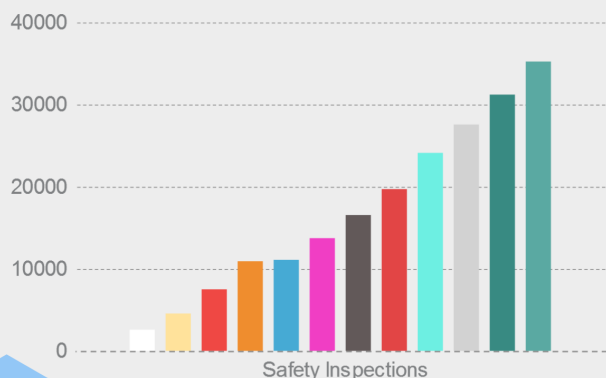


45

Press
Releases,
Articles &
Interviews

200,000+
online
inspections

VEHICLE SAFETY INSPECTIONS



MOBILE APP DOWNLOADS:

850,000



Agriculture Launches Two New Online Services for Businesses

The Maryland Department of Agriculture launched two new online services this year to help their customers transact business more quickly and efficiently. The online **Weights & Measures Device Registration Service** allows businesses with weighing and measuring devices to pay for the renewal and obtain the certificate online.



Businesses simply enter their account number, select the devices to renew, and proceed to payment. If a business has devices in more than one location, all of their devices may be registered in one easy transaction. The certificate for each device is displayed for printing and can also be reprinted at any time from the online system. Device registrations are now processed more quickly for businesses and the department benefits from more efficient processing and cost savings with this new electronic process.



The **Pesticide Licensing and Certification Renewal Service** allows the renewal of pesticide business and employee licenses, certificates, and permits. Businesses begin the renewal process by entering their license number, license type, and the code provided by the Department of Agriculture. Pesticide applicators, technicians, and consultants associated with the business are displayed for the user to provide the requested contact information and recertification requirements. Once payment is made, the certificates for the pesticide business and employees are displayed for printing and can be reprinted at any time from the online system. A list of approved recertification courses required for pesticide businesses and applicators to remain certified is also available online through a public search.

NIC Maryland developed the Weights & Measures Device Registration Service and the Pesticide Licensing and Certification Renewal Service at no cost to the Maryland Department of Agriculture, through the self-funded eGovernment services contract with the state Department of Information Technology.

NIC Maryland Honored as Exceptional Technology Partner

NIC Maryland earned the prestigious Best Fit Integrator Collaboration Award from e.Republic's Center for Digital Government for its role in developing the Maryland Business Express Portal. The award honors exceptional private-sector technology partners that tailor solutions to meet the unique needs of government.

OUR TEAM AT NIC MARYLAND IS HONORED TO ACCEPT THE BEST FIT INTEGRATOR AWARD FROM THE CENTER FOR DIGITAL GOVERNMENT. THROUGH THIS PARTNERSHIP, WE'VE DEVELOPED AN INTEGRATED ONE-STOP BUSINESS FILING SOLUTION TO MAKE IT EASIER AND FASTER TO START A NEW BUSINESS IN OUR STATE.

— JANET GRARD, PRESIDENT AND GENERAL MANAGER

Award-Winning Maryland.gov Launches Mobile-First Design

The state of Maryland's award-winning official website, Maryland.gov, has a mobile-first design that focuses on providing quick access to online services and user personalization features. Visitor analytics and mobility drove the mobile-first design, with up to 50 percent of visitors accessing the portal and agency websites on a mobile device. The Maryland.gov portal serves as the gateway for more than 87 million visitors to Maryland state government each year.

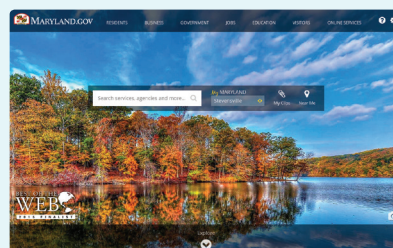
"WE BELIEVE THESE ENHANCEMENTS TO THE STATE'S WEB PORTAL WILL HELP CITIZENS AND BUSINESSES QUICKLY DISCOVER THE WIDE RANGE OF GOVERNMENT SERVICES AVAILABLE TO THEM, WHETHER THEY CHOOSE TO CONDUCT THEIR BUSINESS ON A DESKTOP OR MOBILE DEVICE."

— SECRETARY DAVID GARCIA, INFORMATION TECHNOLOGY

Maryland.gov provides citizens and businesses with more convenient options for interacting with government. Through Maryland.gov, citizens can find public meetings, renew their vehicle registrations, buy a hunting and fishing license, register a new business, find jobs, and much more. The mobile-friendly site features innovative personalization, live statewide social media mashups, and location-driven content to enable citizens to quickly find what they are looking for on any device.

The mobile-first, card-based design streamlines and stacks the most vital content for a super-lean mobile experience first, and allows for seamless expandable content when viewports change. The design also highlights the Maryland experience through visually stunning, crowdsourced Maryland photography and a real-time social media dashboard that aggregates feeds from more than 300 state agency social media accounts.

Over the past several years, the Maryland.gov website has received 22 national and international awards for its creativity and innovation in Web design, usability, and mobile development for a government website. NIC Maryland developed the Maryland.gov website at no cost to the state of Maryland, through the self-funded eGovernment services contract with the state Department of Information Technology.



By the Numbers ...

87.6 Million
Visitors Annually

32% Mobile Visits

22 National & International Awards

New Business Filings Approved in One Day

| continued from page 1 |



the new registration and filing process for business owners. Prior to the online portal, starting a new business required a visit to multiple agencies to file paperwork. Now, owners can create legal entities, obtain certified copies, file trade names, establish tax accounts, and file annual personal property returns online through the portal. The online portal reduces the approval time for new business filings from 10 weeks to one day and provides additional tools to manage businesses online. Future enhancements for the business portal include the ability to upload customized filing documents and the ability to file amendments to manage existing business filings.

The Maryland Business Express Portal is a collaborative effort between the Department of Information Technology, the Department of Assessments & Taxation, the Department of Commerce, the Comptroller of Maryland, and the Department of Labor, Licensing & Regulation. NIC Maryland developed the online business portal at no cost to the state, through the self-funded eGovernment services contract with the state Department of Information Technology, with a market value of \$1.4 million and a cost avoidance of \$12.2 million for the state. ■

NIC Maryland Partner Portal Features Self-Funded eGov

NIC

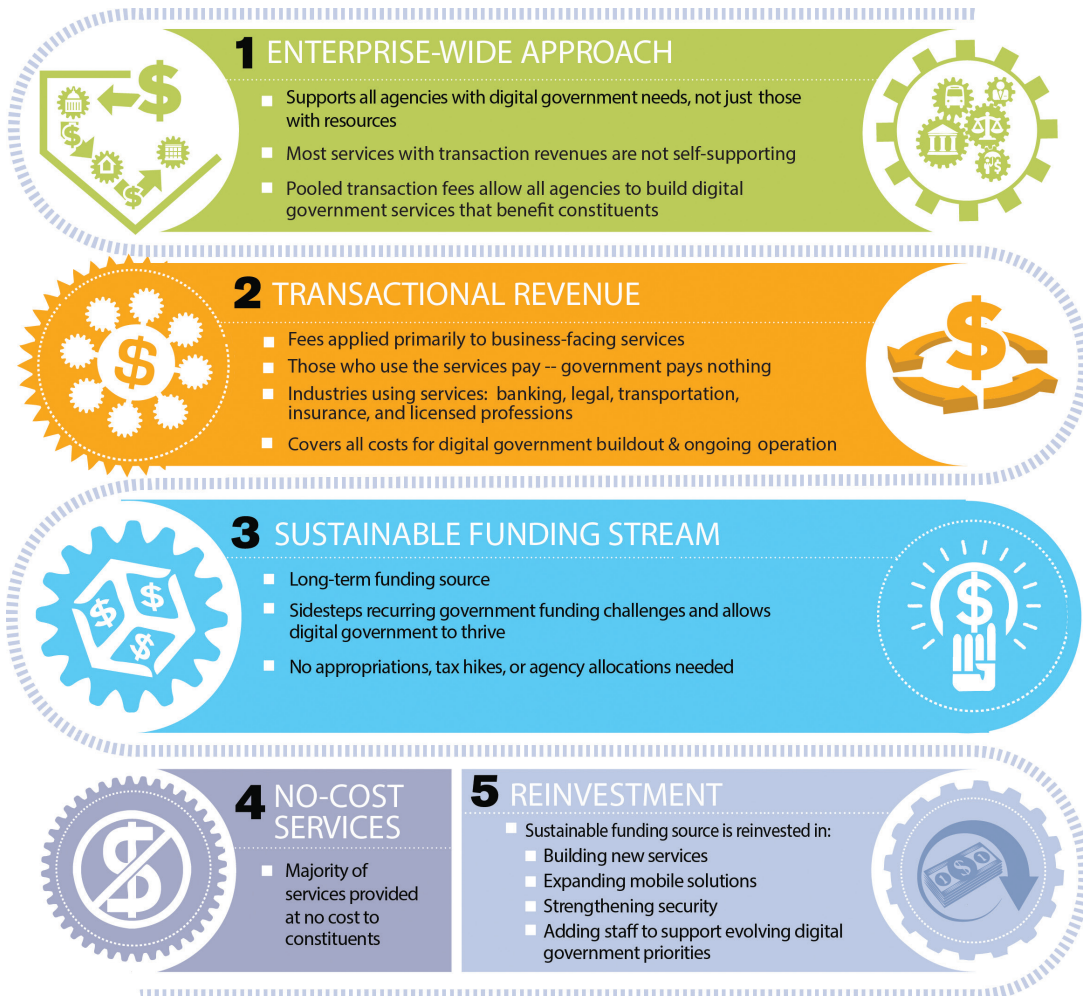
Maryland is proud to announce the launch of our Partner Portal, www.maryland.gov/egov, which features the digital government services developed under the self-funded master contract with the Department of Information Technology. Since the contract began in 2011, NIC has partnered with 31 agencies to develop more than 60 products and services for the state of Maryland.

Under the self-funded model, NIC Maryland develops and supports digital government services without using taxpayer funds. Maryland saves money with NIC's online applications

that pay for themselves through this proven funding model.

Visitors to the site can learn about NIC, see how the self-funded model works, and locate information on NIC's services and enterprise-level products. The digital government services developed under the self-funded model are featured on the site along with the recent usage statistics, awards, and news articles. Agencies that are interested in using the self-funded model to develop digital government services can learn more about the Work Order Process and how to get started working with NIC Maryland by visiting www.maryland.gov/egov. ■

How Self-Funded Digital Government Works



INSIGHTS

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Your questions and comments are welcome. Please contact us at:
NIC Maryland

Janet Grard, President and General Manager
200 Westgate Circle, Suite 402 | Annapolis, MD 21401
888-9MD-EGOV (888-963-3468) | 410-990-1090
www.maryland.gov/egov